

Station WHP  
 Market HARRISBURG, PA  
 Product ISSUE Rate Cards 7-16 to 9-16-12  
 Demo RA25+  
 Flight Dates 7/16 TO 9-16  
 Salesperson Brad Philipps  
 Date 8/2/12

WHP - CBS

STATION	Daypart	Day	Time	Program	Effective Dates	RATE	RA35+
						6/25	
						9/16	Rating
WHP	Morning	M-F	5:30-6a	EARLY MORNING NEWS		100	1.0
WHP		M-F	5-5:30a	EARLY MORNING NEWS		100	1.0
WHP		M-F	6-6:30a	EARLY MORNING NEWS		150	1.0
WHP		M-F	6:30-7a	EARLY MORNING NEWS		150	1.0
WHP		M-F	7-9a	THE EARLY SHOW		100	1.0
WHP		Sa	9-11a	THE EARLY SHOW		125	1.5
WHP		SU	8:30-9A	WHAT AMERICA THINKS/POLITICA RASMUSSEN REPORT EFF 9/9		125	1.0
WHP		Su	9-10:30a	CBS SUNDAY MORNING		300	2.5
WHP		Su	10:30-11:30a	FACE THE NATION		225	1.5
WHP		Su	11:30A-Noon	FACE THE STATE (NEWS)		75	1.0
WHP	Daytime	M-F	10-11a	LET'S MAKE A DEAL		175	1.0
WHP		M-F	11a-12n	PRICE IS RIGHT		275	2.5
WHP		MON	NOON-12:30P	NOON NEWS 9/3 ONLY		300	
WHP		M-F	12:30-2p	SOAP ROTATION		175	1.5
WHP		M-F	2-3p	THE TALK		175	1.0
WHP		M-F	3-4p	THE DOCTORS		150	1.0
WHP	Early Fringe	M-F	4-5p	ELLEN		275	2.0
WHP	Early News	M-F	5-5:30p	WHP NEWS AT 5P		200	2.0
WHP		M-F	5:30-6p	WHP NEWS AT 530P		200	2.0
WHP		M-F	6-6:30p	EYEWITNESS NEWS		250	2.5
WHP		M/W/F	6:30-7p	CBS EVENING NEWS	Note M/W/F	650	2.5
WHP		Sa,Su	6-6:30p	EYEWITNESS NEWS		150	2.5
WHP	Access	M-F	7-7:30p	WHEEL OF FORTUNE		950	6.5
WHP		M-F	7:30-8p	JEOPARDY		1000	7.0
WHP		Sa	7-7:30p	WHEEL OF FORTUNE		250	2.5
WHP		Sa	7:30-8p	JEOPARDY		250	2.5
WHP	Late News	M-F	11-1135P	EYEWITNESS NEWS		300	2.5
WHP		SAT/SUN	11-1135P	EYEWITNESS NEWS		175	2.5
WHP	Late Fringe	M-F	1135P-1235A	LETTERMAN		125	1.5
WHP		M-F	1235-135A	LATE, LATE SHOW WITH CRAIG FERGUSON		45	0.5
WHP		Sa	11:30p-12:30a	CRIMINAL MINDS		60	1.0
WHP		Sa	12:30-1:30a	NUMB3RS		35	1.0
WHP		Su	11:30p-12:30a	CRIMINAL MINDS		60	0.5
WHP		Su	12:30-1:30a	NUMB3RS		35	0.5
WHP	Prime	M	8-9p	HOW I MET YOUR MOTHER / TWO BROKE GIRLS		2,000	4.5
WHP		M	8-9P	HOW I MET YOUR MOTHER/PARTNERS	EFF WK 9/24	0	
WHP		M	9-10p	2 & 1/2 MEN/MIKE & MOLLY		2,400	7.5
WHP		M	9-10P	2 BROKE GIRLS/MIKE & MOLLY	EFF 9/24	0	
WHP		M	10-11p	HAWAII 5-0		2,100	6.0
WHP		Tu	8-9p	NCIS		2,400	15.0
WHP		Tu	9-10p	NCIS: LA		2,100	12.5
WHP		Tu	10-11p	CRIMETIME TUESDAY		1,650	5.5
WHP		TU	10-11P	VEGAS	EFF WK 9/24	0	
WHP		W	8-9p	BIG BROTHER	UNTIL 9/12	2,250	6.5
WHP		W	8-9p	SURVIVOR	EFF 9/10	0	
WHP		W	9-10p	CRIMINAL MINDS		1,850	8.5
WHP		W	10-11p	CSI		1,800	6.5
WHP		Th	8-9p	BIG BANG/2.5 MEN		2,450	8.5

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Demo RA25+

Flight Date 7/16 TO 9-16

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STATION	Daypart	Day	Time	Program	Effective Dates	RATE	RA35+
					6/25		
					9/16		Rating
		TH	8-9P	BIG BANG/2.5 MEN	EFF WK 9/24	0	
		TH	9-10P	BIG BROTHER	UNTIL 9/20	2,250	
WHP		Th	9-10p	PERSON OF INTEREST	EFF WK 9/24	0	10.7
WHP		Th	10-11p	PERSON OF INTEREST		2,200	9.0
		TH	10-11P	ELEMENTARY	EFF WK 9/24	0	
WHP		F	8-9p	UNDERCOVER BOSS		1,000	5.0
WHP		F	8-9P	CSI: NY	EFF WK 9/24	0	5.0
		F	9-10P	CSI NY		1,250	
		F	9-10P	MADE IN JERSEY	EFF WK 9/24	0	
WHP		F	10-11p	BLUE BLOODS		1,675	7.5
		Sa	8-9p	CBS COMEDY		500	2.0
WHP		Sa	9-10p	CRIMETIME SATURDAY 2		500	2.0
WHP		Sa	10-11p	48 HOURS		600	2.5
WHP		Su	7-8p	60 MINUTES		1,650	8.5
WHP		Su	8-9p	BIG BROTHER	UNTIL 9/9	2,400	7.0
			8-9p	THE AMAZING RACE	EFF 9/16	0	
WHP		SU	9-10P	CRIMETIME SUNDAY	UNTIL 8/12	1,850	7.0
			9-10P	THE GOOD WIFE	EFF 8/19	0	
WHP		SU	10-11P	THE MENTALIST		1,400	5.0
CBS SPECIALS CBS SPECIALS							
WHP	Sports	S/S	3-6P	PGA GOLF	(SEE SCHEDULE)	375	
	SPORTS	TH-SAT	7P-11:30P	STEELERS NFL PRE-SEASON	AUG 9 ONLY	1200	
	Sports	TH	7P-CC	STEELERS NFL PRE-SEASON	AUG 30 ONLY	2000	
	SPORTS	FR/SAT	8-11P	CBS NFL PRESEASON	8/24 & 8/25	2000	
	Sports	SAT	9A-NOON	NCAA FOOTBALL/NOTRE DAME N	9/1 ONLY FROM DUBLIN	250	
	Sports	SAT	3-7P	NCAA COLLEGE FOOTBALL	EFF 9/15	400	
	Sports	SUN	N-1P	CBS NFL PREGAME	EFF 9/9	600	
	Sports	SUN	1-4P	NFL GAME #1 (not Steelers or Eagle)	eff 9/9 & 9/23 & 9/30	3500	
	Sports	SUN	4-7P	STEELERS NFL	EFF 9/16 & 9/23	4200	
	Sports	SUN	1-4P	EAGLES NFL	EFF 9/16	4200	
	SPORTS	S/S	11A-6P	US OPEN TENNIS	9/1-9/2	200	
	SPORTS	MON	11A-6P	US OPEN TENNIS	9/3	200	
	SPORTS	FRI	11A-6P	US OPEN TENNIS	9/7	200	
	SPORTS	SAT	11A-6P	US OPEN TENNIS (MEN SEMI)	9/8	275	
	SPORTS	SAT	8-10P	US OPEN TENNIS (WOMEN FINAL)	9/8	650	
	SPORTS	SUN	3-7P	US OPEN TENNIS (MEN FINAL)	9/9	650	